



AF 1322/04
P/3704-5

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Primary Patent Application of:

Steven Barritz, et al.

Date: October 6, 2005

Serial No.: 09/766,438

Group Art Unit: 3622

Filed: January 19, 2001

Examiner: Khanh H. Le

For: A SYSTEM AND METHOD FOR ESTABLISHING INCENTIVES FOR PROMOTING
THE EXCHANGE OF PERSONAL INFORMATION AND TARGETED
ADVERTISING

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

NOTICE OF APPEAL FROM THE PRIMARY EXAMINER
TO THE BOARD OF PATENT APPEALS AND INTERFERENCES

Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the
decision dated June 6, 2005 of the Primary Examiner finally rejecting claims 1-4, 6, 8-20, 22-42.

The Appeal Fee \$250 (Small Entity) is

- ☒ [X] Enclosed
☐ [] Not required (fee paid in prior appeal)
☐ [] Charge to Deposit Account No. 15-0700

If this communication is filed after the shortened statutory time period has elapsed and no
separate Petition is enclosed, the Commissioner of Patents and Trademarks is petitioned, under
37 C.F.R. §1.136(a), to extend the time for filing a response by the number of months which will
avoid abandonment under 37 C.F.R. §1.135. The fee under 37 C.F.R. § 1.17 should be charged
to our Deposit Account No. 15-0700. In the event that the actual Appeal Fee is greater than the
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Max Moskowitz

Name of applicant, assignee or
Registered Representative

Signature

October 6, 2005

Date of Signature

MM:JJF:ck

Respectfully submitted,

Max Moskowitz

Registration No.: 30,576

OSTROLENK, FABER, GERB & SOFFEN, LLP

1180 Avenue of the Americas

New York, New York 10036-8403

Telephone: (212) 382-0700

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